

Casting a Line

Fisheries Outreach News

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Wisconsin Fishing Report - 2010

The 2010 version of the *Wisconsin Fishing Report* was delivered to locations around the state in February. It was also inserted in the *Wisconsin Natural Resources* magazine for the third year in a row. This marked the ninth year this popular, preseason publication was distributed to the angling public. With reduced budgets, we've had to print less and rely more on online access. Summarizing the Google analytics, the fishing report page is clearly one of the more popular pages. This year marks the first year we've added the flip-book technology to the report.

<http://www.dnr.state.wi.us/fish/reports/fishingreport/>

The fishing forecasts continue to be the most popular feature in the report (i.e., the more forecasts, the better). We appreciate the cooperation from fisheries staff to make the report a success, but there is always room for improvement. A reader survey was included in this year's report to provide input for enhancing future issues.



MJS Online - Online Advertising - <http://www.jsonline.com/sports/outdoors/>

Fisheries has moved into the world of online advertising. We have been contracting with the Milwaukee Journal Sentinel for online advertising in their Outdoors section. Content has included items such as free fishing weekend, take me fishing, angler legacy, license deadlines, VHS and AIS, Lake Michigan fishing, fishing certificates, and a variety of videos, to name a few. This year we've spread the advertising to other sections (Waukesha News, Milwaukee Moms, and WI News). Our "click-through" rates (i.e., users clicking on the ad) - 1 to 4% - have been well above the industry standard of 0.05%.

A 1000 words? How much are "moving" pictures worth?

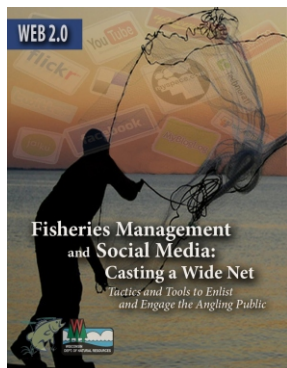
It has always been our intent to provide our public with messages through a variety of media. We have been fortunate to work recently with Mary Farmiloe, videographer, and Lisa Gaumnitz, Office of Communications, on a number of video projects. We've distributed videos on urban fishing, fish rearing and Wild Rose, sturgeon in the Baraboo River, early season trout fishing, and aquatic invasive species. The ultimate goal would be the creation of a fisheries video "magazine" or a video channel. You can access a catalog of existing videos here:

<http://dnrmedia.wi.gov/main/Catalog/pages/catalog.aspx?catalogId=0fb66ce2-182c-4281-881c-303ea0283c03>



Getting Social

The fisheries program continues to engage customers through social media. Along with our successful use of Twitter and GovDelivery (see Sept 09 issue for more information on these tools), we implemented a pilot project blog this past winter. The ice fishing blog included information on tips and techniques, ice safety, angler education, fishing forecasts, on-ice personal observations and experiences, and up-coming ice fishing clinics for kids and their parents. Because the pilot project operated for a short time (3-4 months), a definitive evaluation was not possible. However, we have identified ways that blogging could benefit the fisheries program.



Fisheries Management and Social Media: Casting a Wide Net

Social media is about people and communication. Social media will allow the fisheries program to actively communicate with, interact, and market to its diverse customers. A social media or Web 2.0 technology plan was recently developed for fisheries. The plan identifies tools and tactics to enlist and engage our angling public. Specific goals are to: 1) fulfill our core business of informing customers, 2) engage customers with useful information in real time, 3) recruit and retain customers through social media technologies, 4) promote the sport of fishing in a responsible way, and 5) increase awareness that sport fishing is key to a healthy Wisconsin. The implementation of the plan is on hold pending approval from the Water Division with respect to the Web Redesign project.

Web Redesign Project - Fish Pages

Current version of new site: <http://devlwww.dnr.state.wi.us/redesign/index.html>

The Department web redesign project continues to move along. Cross-program topic teams are in the process of developing the navigation to, and within, the Fish Wisconsin web pages. The resulting navigation will be placed into new page templates (at right). Programs will have the opportunity to present content (videos, photos, blogs, etc.) in creative ways on their entry pages. This is a chance for the fisheries program to improve on the information that we offer. Is there information that should be on our pages that is not there now? If you have ideas, let me know. karl.scheidegger@wisconsin.gov



Dan Squared: Big Wild and DS Outdoors Radio

Fisheries, along with Law Enforcement and Wildlife Management, have contracted with Dan Gunderson and Dan Small, who produce the Big Wild and DS Outdoors Radio, respectively, for radio advertising over the next year. We will have 17 interview segments and 34, 30-second commercials on the Big Wild show and 4 extended interview segments and 34, 30-second commercials on the Dan Small radio show. We are in the process of identifying topics (which might include take me fishing, urban fishing, musky management, Great Lakes fishing, record fish, trout habitat, VHS, etc.) and possible interviewees. We will also be developing the creative ideas for the various commercials. Your ideas are welcome.



VHS and Aquatic Invasives

We continue to create and distribute materials on aquatic invasive species and VHS. We have been working with UW-Madison Life Sciences on community-based social marketing, recently working with bait vendors on bait bucket stickers to promote awareness of AIS and VHS among anglers. We've worked with the AIS program to promote the \$2 AIS checkoff "keep them in check". The *Fishing with Bait* (FH-240) brochure has been revised and is available online and for order through Darwin Road. A new "tuck it in your tackle box publication *Did I just catch a snakehead?* (FH-715) is available online at:

<http://www.dnr.state.wi.us/fish/faq/snakehead.html>

Look for another *Casting a Line* update at the end of the year.